

EXPLORING THE RELATIONAL RESPONDING TASK (RRT) AS A NEW MEASURE OF LANGUAGE ATTITUDES

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For decades, quantitative language attitude research has known little methodological innovation (Speelman et al. 2013). Yet, in the last few years, linguists have started to overcome this deadlock and have turned towards social psychology for new attitude measures. Especially the Implicit Association Test (IAT) has proven a successful new addition to the sociolinguist's toolbox (e.g. Campbell-Kibler 2012; Rosseel et al. 2015). Despite its relative success, the IAT has a number of limitations, such as the fact that it measures the association between two concepts (e.g. 'I' and 'skinny') without controlling for the relationship between those two concepts (e.g. 'I am skinny' vs. 'I want to be skinny'). The Relational Responding Task (RRT), a novel implicit attitude measure recently developed by social psychologists (De Houwer et al. 2015), makes up for exactly that limitation by presenting participants with full propositions expressing beliefs rather than loose concepts.

In this paper, we will present research that explores the RRT as a novel measure of language attitudes. In our study, we investigate the social meaning of two varieties of Dutch: Standard Belgian Dutch (SBD) and *tussentaal*, a more colloquial variety which, according to some, is spreading and may be competing with SBD in certain contexts (Grondelaers & Speelman 2013). It has been hypothesized that the rise of *tussentaal* is enabled by a new modern type of dynamic prestige which competes with the traditional prestige of SBD. We use the RRT to check whether speakers indeed associate the two varieties with different types of prestige. In addition to presenting the results of this study, our paper will reflect upon the usefulness of the RRT as a new measure for (socio)linguists to study social meaning of language variation.

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